

MBCA Board Meeting Minutes

December 13, 2012

1:00 pm

Gator Bait Conference Room

Board Members Present:

Jean Rosebrock

Rebeca Richardson

Marshall Bloom

Melissa McGinnis

Meeting Discussion:

- Move repainting the Melrose sign from August to another date due to weather and public school out
- September Economic Development Day
 - Include Putnam Chamber of Commerce and UF Small Business Development
 - Replaces the Business Expo from 2012
 - Low participation and attendees
- Local Business Expo-like event
 - Provide an opportunity for local businesses to share with the community what they offer
 - Provide items for purchase; potentially offer samples
 - Different from the Farmer's Market because it does not have to be homemade or handmade. Instead it will focus on showcasing all local businesses
- Increase Membership and Dues
 - January Membership Drive
 - Communication - express and emphasize the following for 2013:
 - How you benefit from being a part of MBCA
 - What the MBCA accomplishes
 - Why you should be a part of MBCA
 - Encourage new (and younger) participation
 - Newsletter/Mailing that will provide the following information:
 - Mailed in January at the start of the new MBCA year
 - Includes 2012 meeting dates and topics - "Mark Your Calendar"
 - Provide information about MBCA
 - Mission
 - Goals
 - Dues - how much and what they fund
 - Current Projects
 - Bank to donate printing costs
 - Estimated printing at bulk mailing rate about \$30-\$40 depending on number on mailing list

- Add businesses to mailing not currently on the membership to attract new members
 - Will discuss the Melrose Grapevine and MBCA blog at a later date regarding their use for communication
- Financial Issues
 - Lunch Costs and Participation- we lose money each meeting
 - Is it worth it to have lunch? Do people like it? Could it draw new people? Should we change the meeting time after lunch?
 - Should we institute a policy of making a reservation prior to ordering the food and stick to it? – i.e. “You don’t reserve, you don’t eat!”
 - Discuss at January meeting and propose a vote regarding Lunch
 - Provide information about the dilemma to the membership
 - Provide Options for a Vote
 - Option 1: continue to have lunch at \$7/plate; institute a reservation policy; solicit for reservations in monthly meeting reminder email; provide a deadline to reserve the meal so the order can be placed; enforce “if you do not reserve, you do not eat”
 - Option 2: eat before you come; lunch will not be ordered or provided
 - Option 3: anyone or business can donate lunch for the MBCA meeting at no cost to membership; donor benefits from sharing their delicious food and/or promoting their business; MBCA benefits because it may attract more members (who doesn’t like to eat?!?!); membership wouldn’t have to pay for lunch? (Great incentive to join MBCA!!!!)
 - Fundraising – need to raise more money for the MBCA to do more in the community; How can we do that?
 - Provide a project specific jar for the membership to donate at each meeting
- March 2013 Meeting – Seniors, integration and aging in place
 - Melissa will organize the meeting to focus on current senior issues and explore intergenerational and leadership opportunities for the community’s older adults
 - Consider contacting SCORE (Retired Executives)- Jean has a business card for a contact
- Melrose Parade Review and Planning for 2013
 - We must Pre-Plan!!!
 - July 2013 Meeting – “Christmas In July” – begin thinking about Christmas parade
 - Ideas:
 - Provide numbered flags to communicate the order of the floats for setting up
 - Video and edit the parade

- Potentially have 4-5 cameras capturing the parade and crowd
 - Edit on a home computer
 - Sell as fundraiser
 - Video will recognize the float winners
 - Rebecca Richardson will print and give 2012 Certificates to winners – consider doing that again next year
- Additional topics to add to 2013 Meeting Calendar
 - Local Produce and Farmers
- 30th Anniversary Celebration
 - Was planned for November but had to be moved – never happened and was moved again to February 2013
 - Current 2013 board unable to plan the event – it is quickly approaching!
 - Rebecca will contact 2012 planners to get an update about where they are in terms of planning for the event in February 2013
 - May need to create a committee to plan and focus efforts on the event for February 2013
- Melrose Bay Park Day
 - Family friendly with cook-out and swimming
 - Celebrate clean park – have a meeting focus on Melrose clean-up and celebrate with event
 - Plan Park Day for April?
- Melrose Open Air Arts
 - Dates: Friday, March 15-Saturday, March 23
- Change Names on MBCA Bank Accounts
 - General Account
 - Remove Jennifer and William – ADD Jean and Marshall
 - Park Account
 - Remove Jennifer only – ADD Jean and Marshall
- January MBCA Meetings
 - General: January 8 at Homemaker's Club; Fryers is catering
 - Board: January 17, 3 pm, Gator Bait Conference Room
 - MBCA General Meeting will continue to meet 2nd Tuesday of each month
 - Locations will change during the calendar year to support local businesses and organizations
 - Board will meet 3rd Thursday of each month
- Officer Terms and Bylaws Changes
 - Change officer terms to 2 years
 - Must take at least 1 year off at the end of the 2 year term before running again
 - Will need to be voted on by membership
 - Will examine other bylaws in 2013 for voting including voting and dues
- May 2013 Meeting - Youth Programs
 - Identify leagues and how MBCA can help
- Jean emphasized as new MBCA President the need for open communication and support for each other and to work as a TEAM – All agreed!